

Field Inspection Report

Philip Morris

MARKET LA CROSSE/WINONA, WI T/A 4JO REPRESENTATIVE DAVID ASKAM

DATE 1/18/84 PLANT COLLINS SIGN PROGRAM TRANSPORTATION & SPORTS

While inspecting verticals in the area, I conducted an unannounced inspection of Philip Morris' Poster showing in La Crosse/Winona. Although the 3 units in La Crosse were properly posted, I discovered that the Winona location had been posted over with another advertiser. The plant will be contacted and credit will be taken.

ja

David Askam

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